

Automotive Daily News

PASSENGER

TRUCK



TRACTOR

ACCESSORIES

Vol. 2. No. 131.

Copyright, 1926, by
Automotive Daily News Publishing Corporation

NEW YORK, THURSDAY, MARCH 4, 1926

Entered as second-class matter Aug. 27, 1925, Post 10 Cents, \$12 Per Year
Office, N. Y. N. Y., under Act of March 3, 1879.

BY-PRODUCTS OF FORD BRING IN \$11,000,000 GROSS

Conversion of Waste
Alone Yields More
Than \$4,000,000

DETROIT, March 3.—Aside from being the world's greatest manufacturer of motor vehicles, the Ford Motor Company last year in its by-products division handled a volume of business equal to that of many of the country's larger enterprises. This division, virtually a side line with the company, reported a total business of more than \$11,000,000 for 1925.

A significant feature of the sales report is the fact that more than \$4,000,000 was realized by the conversion of waste into some valuable product. A complete list of these by-products was published in the *Automotive Daily News* recently.

Production of Ford products has grown to such huge proportions that in order to insure uninterrupted supply the company has taken control over many of its primary necessities. This has led to the development of what might be termed related industries, in which coal and iron ore are mined, timber is cut, glass, steel and other items are manufactured. The maximum economy of operation demands capacity production, and inasmuch as the requirements of the company do not equal the capacity output of these related industries, the surplus as well as sizes of materials not adapted to Ford production are sold.

Economies which to a smaller manufacturer might appear too slight to justify an extensive reclamation development, loom so great in the Ford Motor Company production system—as to make practical and profitable the establishing of "industries within an industry" for the salvaging of what would otherwise represent an economic loss, Ford officials claim.

The most valuable item of by-products from the standpoint of reclamation was chemicals, which brought a return of \$1,939,776. A part of these were salvaged from scrap wood at the Iron Mountain distillation plant and the others from coal at the River Rouge coking ovens. Charcoal, worth \$206,446, was also reclaimed from scrap wood.

Surplus coal from Ford owned mines sold in the open market returned a total of \$2,719,881, representing approximately half of the production of the company's holdings. Of the part used within the industry, about half, costing approximately \$5 per ton delivered at the River Rouge, was converted into by-products worth \$12.

Inasmuch as Ford glass plants at present produce considerably more than the company's requirements in certain sizes of glass, a high grade of plate glass in sizes both larger and smaller than those used in Ford car manufacture, as well as scrap glass finds a ready market.

Minneapolis Ford to Increase Employees

Minneapolis, March 3.—Ford plants here which employed 2,176 men during February will increase the number to 4,000 April 1, when the battery and radiator divisions and the glass-making plant will be ready for operation. Opening of the glass plant will mean the utilization of sand obtainable along the Mississippi River and said to be good for the purpose.

NASH AND AJAX OUTPUT 13,800

February Production
250 Cars Ahead
Of January

Kenosha, Wis., March 3.—Nash and Ajax production reached a new high record for the month of February in spite of the fact that the month had in it only twenty-four working days, according to figures released here by E. H. McCarty, general manager of the Nash Motors Company.

During the month there were produced 13,800 units, with Nash exceeding its January production by 250 cars alone.

February was the eighteenth consecutive month during which Nash sales have surpassed the record set by corresponding months of the previous year—with the exception of November, 1925, when production was arbitrarily halted to bring the new "inclosed car" motor into manufacture, McCarty says.

Among the cities that have a large number of unfilled retail orders on March 1 are Chicago, with 708; New York, 601; Boston, 281; Philadelphia, 187; Cleveland, 156, and Detroit, 134.

Automobile shows are offering excellent indications of the general acceptance throughout the country of the new Ajax and the new Nash models, according to McCarty. The Chicago show brought an increase in sales of both cars of 210 per cent. over the previous year. Rochester, N. Y., during show week showed a gain of 612 per cent. over last year, with Minneapolis-St. Paul 145 per cent., Detroit 89 per cent. and Indianapolis 39 per cent.

On March 1 the grand average of sales for the ten major shows held to date showed an increase of 112 per cent. over the high grand average of last year.

Production activities at the Nash and Ajax plants are being keyed up to capacity at the present time. Ajax units are leaving the plant at the rate of 165 per day, with this number being gradually increased. Nash production schedules are also being accelerated to fill the spring rush.

AUBURN CO. INCREASED FEB. SHIPMENTS BY 863

Chicago, March 3.—The Auburn Automobile Company shipped 1,064 cars in February against 201 in the same month last year. The company's business continues to run at high rate, with bookings ahead promising that production will be maintained at present levels.

AUTO INDUSTRY AMONG 'BIG THREE'

Held Lofty Perch in
Export Business
During 1925

Washington, March 3.—Revised figures show that automotive exports in 1925 gained almost 44 per cent. over 1924, totaling \$334,461,232.

The chart on page 2, prepared by the Department of Commerce, pictures the total of these exports and the classifications for the two years. The shaded bars represent exports for 1924, and the dark and light combined give totals for 1925. The smaller etched bars below the dark ones represent exports from Canada for each of the two years.

Figures represented by the chart are for calendar years. They include passenger cars, trucks and buses, unit assemblies, parts and accessories, electrical cars and trucks, automobile engines and parts for foreign assemblies. They do not include tractors, storage batteries, magnetos and automobile tires, which would bring the total above \$390,000,000.

For the second year in succession the automotive industry has held its position as one of the "Big Three" in export trade, raw cotton and petroleum and its products being the other two. As exports of raw cotton in 1925 amounted to \$1,057,751.

(Continued on Page 2)

Hupp Co. Expects to Set March Record

Special from A. D. N. Detroit Bureau
Detroit, March 3.—The present month is expected to be the biggest in the history of the Hupp Motor Car Corporation.

O. C. Hutchinson, the corporation's sales manager, announces that plant changes, now practically completed, will produce an increased output.

"We have already made and sold more than 12,000 of the Sixes," he says, "and are oversold on the new Eight, though we are rapidly touching capacity production on that job. I am confident that a 50 per cent. increase over our 1925 production and sales will be reached this year."

HERCULES EXPANSION HELD UP TEMPORARILY

Evansville, Ind., March 3.—Inability to secure prompt shipments of new mechanical units will probably hold up completion of the \$250,000 automotive division expansion program of the Hercules Corporation, Ford, Chevrolet, and Graham Brothers, commercial body builders, for about thirty days, a plant representative announced.

Improvements costing about \$150,000 have been completed, and await but the arrival of machinery to boost present production from 140 to from 175 to 200 bodies a day, it was said. Increased production facilities will necessitate augmenting the present force of 750 men to 1,000 men.

REO TAX CUT

Detroit, March 3.—The Reo Motor Car Company has announced that it is making an immediate tax reduction on automobiles instead of waiting for March 28.

Baby Carriage Now Supplanted by Auto

New Haven, March 3.—The automobile is now successfully competing with the baby carriage industry to such an extent that the bottom has practically fallen out of that market, according to Frank Adams, president of the Ideal Baby Carriage Company.

From manufacturing plants all over the country come reports that many families assert they intend to use their automobiles for carriages in giving their infants fresh air. A large proportion of the 1925 baby carriages remains unsold, and the 1926 production is being curtailed, says Adams.

PAIGE-DETROIT TO BOOST OUTPUT

Production in First Half
Of 1926 Will Exceed
All in 1925

Detroit, Mich., March 3.—The Paige-Detroit Motor Car Company will produce 45,024 cars in the first six months of 1926, comprising 20,934 Jewetts and 24,090 Paiges, according to company officials. The total is 5,910 more than the production of both models in the entire twelve months of 1925.

The new Paige line, announced February 20, is starting out to make a production record, having already reached quantity figures. The new cars were exhibited at the leading automobile shows, and the advance orders received were far in excess of present possible production. It was possible to build only 2,000 Paige cars in February, yet this is an increase of 500 per cent. over the Paige output of the same month last year.

The general announcement of the new Paige and its showing by dealers throughout the country brought many orders, with the result that at least 5,000 Paiges will be produced in March, making a total of 7,000 cars in the first forty days after the Paige was put on the market.

The Paige-Detroit Company's "new-day" policy has given it two quantity-production models instead of one. The New-Day Jewett, introduced December 12, is running ahead of the old Jewett, and the new Paige is exceeding the production of the former Paige and Jewett combined.

Increased plant facilities have been put into operation, and the company is operating two parallel assembly lines, each 850 feet long, one devoted exclusively to the Paige and one to the Jewett. Production will increase as the supply of bodies, always slow when new designs are adopted, becomes adequate.

NEW passenger car registrations, throughout the entire country, will be found on Pages 4 and 5 of this issue.

JANUARY AUTO EXPORTS GAIN 50% OVER 1925

Total Value of All Au-
tomotive Exports
\$26,680,359

Special from A. D. N. Washington Bureau

WASHINGTON, March 3.—There was an increase of 50 per cent., or 8,830 units, in exports of American cars in January over the same month of 1925, the automotive division of the Department of Commerce announced today.

The total value of all automotive exports during January was \$26,680,359, only 19 per cent. below the value of the December exports, which reached \$33,041,755, and which made December the peak month of 1925 for such shipments.

Further proof of the relatively high position attained during January is that the value of all the automotive exports during that month was only \$1,000,000 less than the average monthly value during the year just completed.

In contrast to the gain in United States automotive exports over January of the preceding year, Canada's exports remained practically stationary during the month in question, there being 3,760 passenger cars and 1,399 trucks exported in January, as compared with 3,732 and 1,442 during the preceding January.

Canadian truck exports gained only twenty-six units over December, when there were 1,373 exported, while there was decline of more than 1,500 units in the number of passenger cars shipped from Canada during January as compared with the preceding month.

The export of parts from Canada also decreased, their value being \$605,828 as compared with \$792,259 during December. On the other hand, the value of Canadian parts exports during January was \$220,755 in excess of those during the same month of 1925.

Big Sales Reported At St. Louis Show

St. Louis, Mo., March 3.—Sales at the St. Louis Automobile Show, which was held the last week in February were larger than at any previous show in this city, according to Show Manager Robert E. Lee. The attendance for the show was about 160,000, the greatest in the history of St. Louis automobile shows.

Although Lee has not yet received reports for the show week from all dealers, he estimates that sales will be about 400 or more, as compared with only 275 sales during last year's show. Sales records were broken in all classes of cars.

The show management offered \$250 in prizes to be divided among the salesmen selling the most dollars' worth of automobiles during the show. The prize will be awarded soon.

FORDS DROP 40% IN SIX YEARS

Eight Reductions in Closed Cars Mark Period

Special from A. D. N. Detroit Bureau
DETROIT, March 3.—The Ford Motor Company has issued figures showing how the organization has reduced its prices in the last six years, a period during which it has been producing more than a million vehicles annually.

In this length of time, there have been eight reductions announced in the prices of Ford closed cars and seven in the prices of open jobs.

When the last one was announced February 11, it became possible to buy any closed Ford for less than it cost to buy an open Ford of relative size in 1920. In the latter year, a two-passenger runabout cost \$30 more than today's modern Tudor sedan; and the closed job is for five passengers, and comes complete, with starter and demountable rims.

The following table tells the story:

| | Touring car | Runabout | Tudor sedan | Coupe |
|-------------|-------------|----------|-------------|-------|
| March, 1920 | 575 | 550 | 575 | 850 |
| Today | 310 | 290 | 520 | 500 |

Total reduction in six years... 265 260 455 350
It is apparent that the major reductions are made in the closed jobs, due to the constantly increasing demand for cars of this type. The Fordor Sedan was brought out in 1922 at \$725 and its price has been reduced by \$160 since that time.

In the six years passenger car prices have been reduced an average of 40 per cent. by the Ford Company.

Sees No Hope for Florida Rubber

Philadelphia, March 3.—That the rubber problem could only be solved by the reclamation of old rubber, increased production by independent small growers and the possible success of rubber-growing trees on a large scale in Liberia was the opinion expressed by Charles R. Toothaker, curator of the Commercial Museum, at the monthly meeting of the Motor Truck Association of Philadelphia last week.

"The reclamation of old rubber," Mr. Toothaker said, "seems to be the most immediate hope of relief. Last year one-fourth of the old rubber in this country was reclaimed, and this year about one-third will be salvaged—the product going into rubber soles and heels and into solid truck tires, for which it is perfectly suited."

"The price of rubber, however, has dropped from \$1.10 per pound to 61 cents per pound, which is not more than the actual figure necessary for the Amazon Indian rubber gatherers to make a living. Stabilization in rubber prices seems to be approaching after the disastrous cuts following the war and oppressive high prices of a few months ago. For five years it was around 36 cents a pound."

"American capital should invest in rubber growing to help control markets and prices, but I believe it is impractical to grow rubber in Florida or Texas, and an unsafe investment to attempt it in Mexico or the Philippines."

REPORT GOOD SHOW

Tarantum, Pa., March 3.—The fifth annual show of the Allegheny Valley Automobile Association, just closed here, was reported the best ever held. The exhibits of cars and accessories were attractive, and the attendance throughout the week was large. Dealers reported a fair number of sales and quite a number of prospects.

STUDEBAKER ESTABLISHES DETROIT SALES SCHOOL

Special from A. D. N. Detroit Bureau
DETROIT, March 3.—A sales school has been established at the Detroit branch of Studebaker, one of the purposes of which will be to give plant workers an opportunity to develop into salesmen. The course is short, but thorough, according to L. C. Whittaker, retail manager for Studebaker in Detroit. The classes are to be held in the evenings, and there is no tuition charge. C. W. Woodward has been made educational director and will have personal supervision of the work.

Improvement Seen In Foreign Markets

Special from A. D. N. Washington Bureau
WASHINGTON, March 3.—Continued improvement since the first of the year in the automotive markets in seven foreign countries was reported in cable advices to the Department of Commerce from its commercial attaches.

Sales are reported large and many dealers have exhausted their stocks in Brazil, the warm weather and the carnival season being the chief factors in the demand. In Chile, however, there was a slight decline in sales during February, it is reported, with prospects of a large increase in business this month and in April.

In Mexico sales are reported "on a more conservative basis," which eventually will result in sounder conditions in that market. Sales of cars and accessories are expanding "in an encouraging way" in India. The February trade in Porto Rico is reported "very active."

Reports for January from China show an increase in business over the previous month, and sales reported satisfactory in spite of the lull in business due to the new year.

KENTUCKY HOUSE PASSES MURPHY TAX BILL

Frankfort, Ky., March 3.—The House of Representatives of the Kentucky Legislature has passed the Murphy bill which will put additional license tax on motor buses and bring in revenues of \$1,000,000 to be used on the roads of the state. The bill creates the office of state commissioner of motor transportation, who is appointed by the governor for a term of four years, and draws a salary of \$4,500.

Auto Industry Among "Big Three" in Exports

(Continued from Page 1)

51 and petroleum and its products \$890,720,464, the automobile has far to go before it is abreast of these two leaders. But it has come a great way in a short time. How rapidly

TAKING THE AIR from the deck of a barge on the Potomac River at Washington last week, Lieut.-Commander E. F. Stone, United States Coast Guard, successfully piloted the first amphibian plane ever to be launched from a catapult. The photo shows the plane being hurtled into space.



(Photo Underwood & Underwood.)

ELLIS OF GOTTFREDSON GOES TO LOS ANGELES

Special from A. D. N. Detroit Bureau
DETROIT, March 3.—George L. Ellis, sales manager of the Canadian division of the Gottfredson Truck Corporation, has been transferred to Los Angeles, where he will have charge of the Gottfredson plant. He has been stationed at Walkerville, Ont., for more than two years and had previous service with the company at Montreal and at Toronto.

Studebaker Issues Report on Wages

South Bend, Ind., March 3.—Studebaker payrolls for the year showed an increase in the number of employees as the year closed, 21,977 being listed, according to the annual report.

Dividends on wages were paid to 15,723 employees, under the co-operative plans, while half of the employees, with two years or more of service to their credit, were given vacations with pay.

Insurance payments of \$500 each were made to families of forty employees of five years' service or more.

Eighty-eight honorably retired employees, who had served twenty years or more were given pensions. The net tangible assets for the year just closed amounted to \$99,586,761.85.

A-C Brake Mfg. Co. To Add New Unit

Chicago, March 3.—The A-C Brake Manufacturing Company, through the efforts of the Pontiac Chamber of Commerce, has succeeded in purchasing a new plant at Pontiac, Ill., which will be ready for operation within a few weeks.

The business of the company within the last year has far exceeded expectations, and the increasing demand for its products has made the addition of the proposed new unit imperative.

According to D. R. Capes, president of the company, the new plant at Pontiac, added to the present plant at Chicago, will more than double production of the company at the present time.

The new plant will be devoted to the manufacture of a specially treated brake lining for Fords and rear vision mirrors for all makes of cars.

INTER-INSURANCE EXCH. REDUCES RATES AGAIN

Special from A. D. N. Detroit Bureau
DETROIT, March 3.—For the sixth time in four years, W. B. Bachman, sales director of the Inter-Insurance Exchange at the Detroit Automobile Club, has announced a reduction in rates. This time it is the rate on collision that is being lowered. The club writes about one-seventh of all automobile insurance in the state.

The present reductions are in some cases almost as little as one-third of the old rate. Four years ago, for example, full collision rate on a Cadillac sedan was \$342; the new rate on the same coverage is \$124. Additional reductions are allowed on cars equipped with bumpers in figuring the collision rate.

PONTIAC DEALERS FORM AUTOMOTIVE ASSN.

Pontiac, Mich., March 3.—The Pontiac Automotive Trade Association has been formed here including twelve of sixteen Pontiac dealers in automobiles and accessories. Emmet Page was selected president; E. B. Hodges, vice-president; Wells G. Brown, secretary and treasurer, and Barney Hadel, Clarence J. Nephler and Frank S. Milward, directors.

PLANNING AUTO SHOW
Sioux Falls, S. D., March 3.—Fergus Falls is planning to put on a big automobile show March 4, 5 and 6.

ADVERTISEMENT

Every 2 1/4 seconds, somewhere in the world, some one buys a Dunlop Tire.

AUTO TENT SHOW PROVES SUCCESS

Los Angeles Exhibit Surpasses Previous Shows

By JOHN C. WETMORE

LOS ANGELES, March 3.—There can be no doubt that when official figures of the number of visitors are made public and exhibitors have had time to add up their retail sales, wholesale orders and prospect lists, it will be seen that the Los Angeles show, which closed its pages last Sunday night, will prove to have exceeded all of its twelve annual predecessors in attendance and business results.

Early buying at the show made it manifest that the big southern California selling boom that has been in full swing since midsummer, 1925, was being continued at the exhibition itself. Never has there been a greater foregathering of the nationally big men of the industry at a Los Angeles show, due largely, no doubt, to its following this year the Chicago exhibition and being held instead of in November at a time when executives were glad of an excuse for a midwinter vacation, rest and a little golf in the sunny Southland of the Pacific Coast.

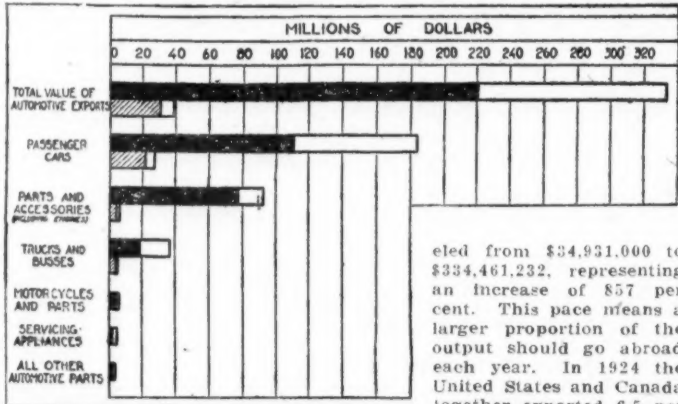
I want, by the way, to interject right here my own personal opinion as a rather long time show-goer that after all a tent show such as Burt Roberts, the Los Angeles Motor Car Dealers' Association's executive secretary, who managed the affair for the association's show committee, produced was, to my mind, the best, most adequate and most appropriate setting for a southern California automotive display that can be given, whatever great auditoriums, coliseums and exhibition buildings may be forthcoming in the near or distant future.

In the first place the four tents that housed this thirteenth annual Los Angeles automotive exhibition with their 136,000 square feet of floor space gave a practically unlimited area for the display of automobiles to their best advantage and to visitors ample elbow room not only in the aisles but around the exhibits.

But it was the appropriateness of a tent show for a southern California motor car display that most appealed to me; visualizing, as it does, the distinctive mild winter and all the year open-air climate of this far Western Southland, with its constant reminder that this is the land of the great outdoors during every month of the year.

Entering more into the detail of what most impressed a far Easterner like me, accustomed to the dignified decorations of Madison Square Garden, Grand Central Palace and the Chicago Coliseum, let me say that the bright colors of the maze of hangings that completely hid the canvas roofs and sides of the tents, and the highly colored carvings that smacked of China, India and the Orient, presented a real movieland photo-color picture.

Even the tent poles and the braces were inclosed in color-scrubbed boxes. Add to these general decorations the individually chosen rugs, furniture, hangings and costumed program givers provided by the exhibitors themselves, and vases, bunches and festoons of flowers everywhere, and I may have given you some sort of an idea what a Los Angeles tent show looks like.



It is traveling is shown by the following table:

| Calendar Year | Total exports | Annual Increase |
|---------------|---------------|-----------------|
| 1925 | \$334,461,232 | 44% |
| 1924 | 232,089,707 | 36 |
| 1923 | 170,613,000 | 65 |
| 1922 | 102,202,000 | 24 |
| 1921 | 83,750,000 | 72 |
| 1920 | 303,262,000 | 93 |
| 1919 | 136,426,000 | 247 |
| 1918 | 51,931,000 | — |
| Decrease | | |

Notwithstanding a great increase in production in 1925 the export markets took 8.6 per cent. of the total output, while with a ratio of 17.9 per cent. in December the automotive export trade closed the year strong.

Maine Registrations Show Steady Increase

AUGUSTA, Me., March 3.—The steady growth in the number of motor vehicles registered in Maine and in the receipts from these registrations is shown by the annual reports of the office of the secretary of state since 1905, when the initial registration statute was enacted.

A few years after 1905 there was a belief among many people of the state that the saturation point would be reached when the registrations showed a motor vehicle for every ten people residing in the Pine Tree State. That status was reached about 1921, but the predictions were not fulfilled; the increase continued until last year's report showed a motor vehicle for every 5.3 of population.

The ratio of motor cars to the number of people in the United States last year was one to every five people, and it is interesting to note that the ratio in Maine has been about the same as the ratio for the country each year.

With the development of the motor truck business and the increasing fleet of trucks employed in the delivery of goods from business houses, it would appear that any prediction as to the time when the saturation point in motor vehicles will be reached is little more than a guess.

The first statute in Maine providing for the registration of motor vehicles and the licensing of operators, the act of 1905, fixed a fee of \$2 for the registration of each vehicle, and the same fee for the operator's license.

The amount of fees collected under the provisions of that statute grew until 1911, when the revenue produced for the year was \$12,462. It was in that year that a statute was first enacted making provision for the annual registration of motor vehicles and licensing of operators. This law went into effect January 1, 1912, and for the first year it was in operation produced a revenue of \$98,339.84.

The receipts for 1921, the last year the 1911 law was in operation, reached the sum of \$1,004,913.75. It would have been difficult then to believe that that sum could have been doubled in four years' time. In 1921 the Legislature enacted the present law making the basis of fees on passenger cars the horse power and weight of the vehicle.

Of considerable interest is the following table showing the increase in motor vehicle registration in the state from 1913, when the receipts amounted to \$138,667, to 1925, when the \$2,000,000 mark was passed. The first column represents the year; the second the number of passenger cars, the third the number of trucks, and the fourth the amount of revenue.

| | | | |
|------|---------|--------|--------------|
| 1913 | 10,676 | 231 | \$138,667.75 |
| 1914 | 15,065 | 661 | 192,549.14 |
| 1915 | 22,374 | 1,093 | 268,399.53 |
| 1916 | 28,943 | 1,991 | 362,562.25 |
| 1917 | 38,061 | 3,367 | 488,075.76 |
| 1918 | 46,356 | 4,194 | 579,171.00 |
| 1919 | 47,625 | 5,795 | 655,667.9 |
| 1920 | 55,395 | 7,512 | 818,750.09 |
| 1921 | 67,591 | 9,936 | 1,004,913.75 |
| 1922 | 78,697 | 13,842 | 1,417,508.20 |
| 1923 | 90,460 | 17,420 | 1,660,248.17 |
| 1924 | 105,940 | 19,001 | 1,933,561.37 |
| 1925 | 115,229 | 23,794 | 2,146,719.47 |

New Dealers

PEERLESS

Following closely on the heels of the announcement of thirty-five new dealers added by Peerless, the company this week listed seventeen new dealers who have been given Peerless selling rights.

The dealers added are Emil Mares, 1500-03 West 22d St., Chicago; North Side Sales, 924 Sheridan Road, Chicago; Tauber Motor Sales, 355 East Garfield Boulevard, Chicago; H. R. Miller, Morris, Ill.; Al Ahari Auto Sales Company, Waukegan, Ill.; Putnam, Rawlins-Farhart Garage, Inc., Galesville, N. Y.; Landefeld Brothers, Wilmette, O.; Peters & Hinkle Motor Sales, 1470 West 26th St., Cleveland, O.; Peerless Fr's Company, Erie, Pa.; R. C. Payne, Breckenridge, Tex.; Kilgus Brothers Garage, 2467 St. Antoine St., Detroit; D. R. Cumming & Co., Inc., Newport News, Va.; King & Scott, Perry, N. Y.; G. F. Brown, Owego, N. Y.; Charles S. Hodge, Dolgeville, N. Y.; J. C. Hibborn, Leal, N. D., and Coffey Oakland Company, Waukegan, Wis.

MONG SUGGESTS SALES METHODS

Special from A. D. N. Detroit Bureau

Detroit, March 3.—In preparation for a big sales year, Edward W. Mong, sales manager for Cunningham Company, Rickenbacker distributor, is training a force of salesmen.



E. W. Mong

For several years Mr. Mong was a successful automobile salesman on the Pacific Coast, as well as sales manager for some retail automobile companies. Mr. Mong has been advertising for men who want to learn to sell automobiles.

"It seems to me," says Mr. Mong, "that if I take a man who has not sold automobiles and thoroughly sell him on one make he will go out and convince his prospects of the merit of that make more easily than the man who has shifted his connection from one make of car to another. The second man may be a better salesman today, but his enthusiasm probably will not last as long as the man who clings to his 'first love.' If I can't sell this new man on it, then he can't sell his prospects, and I don't want him on my sales force. It doesn't take me long to find this out."

"When I was a salesman, I never used the word 'sell' to a prospect. A man does not like to be sold; he wants to buy. I told my prospect that I wanted to talk over a proposition on transportation that would help him, and I told him that I was not a salesman, that I could only present the facts to him, and let my car sell itself on its merit. This put us on a comfortable footing. Then I did the selling."

Pioneers of Wagons Give Cars to Children

Topeka, Kan., March 3.—Mr. and Mrs. J. A. Wilson, who as children made their way to Eldorado, Kan., in an ox-drawn wagon, have established themselves as model parents of the modern era by making each of their six children a present of a new Buick car. The gifts were distributed on the golden wedding anniversary of the couple, who spent more than \$10,000 for these "little favors" for their party guests.

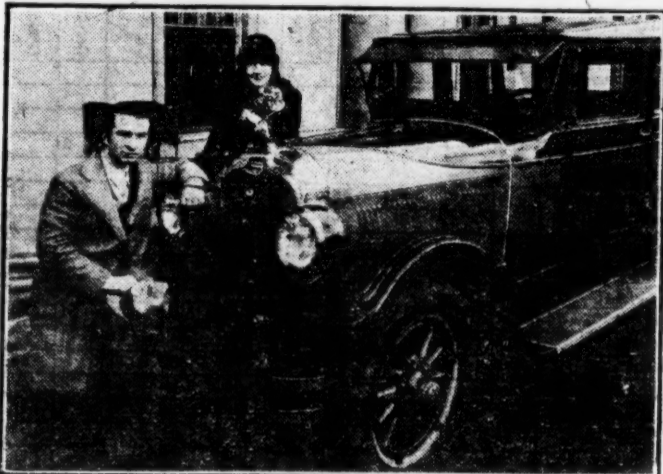
PROMOTION CAMPAIGN AIDING USED CAR SALES

Kenosha, Wis., March 3.—With the used car sales promotion campaign being accelerated in Kenosha through extensive newspaper advertising and direct-by-mail appeals, the turnover in used cars during February is reported by Kenosha dealers as highly satisfactory. Favorable weather, coupled with a lower price level for standard used cars, is helping considerably.

AUBURN DISTRIBUTOR

Columbus, O., March 3.—It is announced by E. H. Huffman of E. H. Huffman & Sons, formerly for several years Hupmobile dealer in Columbus, and lately co-dealer with the Jordan Columbus Company in the sale of Jordan cars, that his organization has been appointed Central Ohio distributor for the Auburn, effective immediately.

VIOLINIST AND MOTORIST. Jan Rubini, noted Russian concert violinist, is the owner of an Auburn Eight sedan, purchased from Wendell Jones, Auburn dealer, in Atlanta, Ga. The famous musician is elated over the performance of the car and finds it now a daily companion and necessity.



WILMINGTON AUTO SHOW GETS OFF TO GOOD START

Wilmington, Del., March 3.—The twelfth annual Wilmington automobile show opened Monday under encouraging auspices. It is being held in the Hotel du Pont, the ballroom, du Barry room and foyer being used for the purpose. Thirty-four cars are on exhibition, all the available space will accommodate. There are also exhibits by a dozen accessory dealers.

As has been the case heretofore, the show is sponsored by the Wilmington Automobile Trade Association, which believes that as a business developer this year's show will be the best of all. It will continue all week. As a special feature there will be music by an orchestra each day from 2.30 to closing time.

TWO SHOWS IN WASH. SCHEDULED FOR MARCH

Seattle, Wash., March 3.—Automobile shows will be held in Chehalis March 10 to 13 and in Kelso and Longview March 22 to 27, according to Charles Goodman, in charge of both affairs.

The recent Spokane show brought out a daily attendance of approximately 8,000, and proved a huge success, dealers reporting a good business and many real prospects developed. Spokane dealers have voted to make the show an annual event.

REGISTRATION IN ORE.

Portland, Ore., March 3.—There were 216,552 motor vehicles registered in Oregon at the close of 1925, showing an increase of 12 per cent. over the 1924 registrations. Out of the total number registered 199,517 were passenger cars and 17,035 trucks.

New Car Sales of K. C. Dealers Far Ahead of Year Ago

Kansas City, March 3.—February sales on new motor cars have been the eighth wonder to motor car dealers in Kansas City, who are reporting unprecedented sales. Some dealers are reporting business as high as 500 per cent. better than last February.

G. W. Murden, sales manager of the King Motor Company, Oldsmobile dealers, declares business is 500 per cent. better than a year ago. "We sold forty new cars before the Kansas City Automobile Show this year—something we don't believe ever has been done here before," Mr. Murden said. "But sales did not stop there. It's a dull day when we don't sell from three to six cars."

H. E. Lewis, manager of the factory branch here of the Peerless Motor Company, says sales the first three weeks of February were 400 per cent. better than in 1925. "We had a remarkable February business," Mr. Lewis declared. "Sales at the motor show doubled our expectations and business is four times better than a year ago."

Carl L. Zeller, branch manager of the Moon Motor Company, Moon and Diana distributors, says business is 500 per cent. better than a year ago. "We sold forty-two cars for immediate delivery at the motor show, with several hundred, wholesale, for late delivery. The outlook for spring is wonderful."

W. S. Buchanan of the Buchanan-De Vasher Motor Company, Hudson-Essex dealers, is more conservative. "Our sales are more than 100 per cent. better than a year ago," he said.

Topeka Dealers Benefit By Auto Show at K. C.

Topeka, Kan., March 3.—Topeka car dealers are reaping almost as much benefit from the Kansas City automobile show as their brothers in Kansas City, they say. Despite the fact that the show was eighty miles away all the real prospects for new cars of the higher priced types made the trip and after looking over the new models there are ripe for buying.

So far this year the dealers in the lower priced cars have been having the best of it, but now business is picking up for the bigger fellows. The show did not harm the dealers in small cars either. They declare better business has been shown as a direct result of the Kansas City show.

for Economical Transportation



Question—Why has Chevrolet production during the first sixty days of 1926 exceeded by 50,000 cars the record of the corresponding period of 1925?

Answer—Motorists are demanding modern design combined with low first cost—and Chevrolet dealers are providing this in the Improved Chevrolet at the new low prices.

| | | | |
|--------------|-------|-----------------|-------|
| Touring - - | \$510 | Sedan - - - - | \$735 |
| Roadster - - | \$510 | Landau - - - - | \$765 |
| Coupe - - - | \$645 | ½ Ton Truck - | \$395 |
| Coach - - - | \$645 | (Chassis Only) | |
| | | 1 Ton Truck - - | \$550 |
| | | (Chassis Only) | |

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

QUALITY AT LOW COST

New Cushion Tire And Oil Conserver On Patent List

Special from A. D. N. Washington Bureau
Washington, March 3.—The list of automotive patents, made public today by the United States Patent Office, covers a large variety of devices and appliances for motor vehicles.

Thomas C. Marshall of Mount Savage, Md., is listed as the inventor of a new cushion tire, the rights to which he assigned to the Kelly-Springfield Tire Company of Cumberland, Md.

In line with its policy, as expressed at the Federal Oil Conservation Conference of developing further economies in the use of gasoline by internal combustion engines, the General Motors Corporation is revealed in the latest list of patents as the assignee of a "new method and means for using motor fuels," being the invention of Thomas Midgley, Jr., of Dayton, O.

As the patent undoubtedly covers a secret formula process, no details are available here. The complete list follows:—

DESIGN PATENTS

Ass. B. Cooley, Hubbard Woods, Ill., assignor to Montgomery Ward & Co., Chicago, three tire designs; Wade S. Galvin, Akron, O., assignor to the Akron Standard Mold Company, Akron, O., resilient tire.

PATENTS

Joseph T. Ball, Denver, Col., assignor of one-half to Alice T. Moore, automatic safety pick-up device for automobiles; Victor J. Boggianno, Chicago, automatic safety and emergency valve for oil tanks and other containers of inflammable fluid; Louis Cadenel, Paris, France, electric safety combination lock; Robert F. Gatch, Columbus, O., vehicle light; Edgar T. Horsey, Cleveland, O., device for use with headlights; Thomas Midgley, Jr., Dayton, O., assignor to General Motors Corporation, Detroit, method and means for using motor fuels.

Thomas B. Murray, Glasgow, Scotland, cushion pin mounting for pistons; Archibald W. Partridge, Watertown, Mass., automatic air-pressure signal device; Nelson E. Raber, Akron, O., assignor to the B. F. Goodrich Company, New York city, vulcanizing apparatus; Henry N. Wesson, Attale, Cal., automobile signal; Vachur Zima, Horice, Czechoslovakia, change speed gear for motor vehicles.

Thomas F. M. Crisp, North Uvalde, Texas, assignor of one-half to George W. Johnson, spring mounting for vehicles; William H. Fraxine, Modesto, Cal., shock absorber; William Louis Sucha, Omaha, Neb., emergency brake; William O. Pigors, Fernex, S. D., gasoline engine starting device; Charles R. Roberts, Ashland, Ore., shock absorber.

Gabriel Midford, Brooklyn, assignor to International Motor Company, New York city, drive for motor vehicles; Hugh E. Montgomery, Chicago, automobile spotlight; Victor H. Hurt, Fort Madison, Iowa, tire cover; Clyde E. Lee, Avon, N. Y., windshield cleaner; John Jokisch, Detroit, electric generator for motor vehicles; Robert Roy McGregor, Chicago, front guard and radiator fender for automobiles; Aaron B. Overholt, Three Rivers, Mich., rim cut tire clamp; Henri Perrot, Paris, vehicle wheel brake shoe; Jay M. Smith, San Francisco, manifold and method of supplying explosive mixtures to internal explosion engines.

John W. Stafford, Portland, Ore., automobile bumper; Michael H. Sullivan, Poughkeepsie, piston; William J. Davis, Redondo Beach, Cal., motor vehicle direction indicating signal; Edward J. B. Irving, Trail, British Columbia, automobile lock.

Laddie Alois Krejci, Chicago, multiple jack and switch; James T. Ryan, Hartford, Conn., rotary pump or the like; Daniel E. Snyder, Roseland, Neb., anti-skid device for vehicle wheels; Joseph B. Strauss, Chicago, automobile body; Curtis C. Neal, Marinet, W. Va., pressure gauge cap; Frank L. O. Wadsworth, Pittsburgh, shock absorbing device for vehicles; George Duffing, Hamburg, apparatus for lubricating the axle bearing of vehicles and the like.

George J. Glahn, Owensboro, Ky., vehicle bumper; Paul Koroknay, Houston, Tex., signal light for vehicle; Michael T. Conroy, Akron, O., assignor of one-half to Henry M. Groue, Cuyahoga Falls, O., rim and tire construction for vehicle wheels; Frederick C. S. Knowles, Freeport, N. Y., signal device for vehicles.

Edward W. Saunders, St. Louis, Mo., storm front for vehicles, speed pedal locating device and foot accelerator for carburetors; Henry W. Sweet, Syracuse, mounting for gear shifting levers; Edward Ackerman and Alois J. Zwierzina, Detroit, assignor to Ackerman-Hlaesser-Pezy, Inc., window regulator; Carl H. Hissell and Raymond H. Olley, Syracuse, assignor to Crouse-Hinds Company, electric switch for headlights; John J. Casey, Gloucester, Mass., assignor to Kant Clog Corp., strainer for gasoline.

Georges Haarnagel, Paris, vehicle door window; Claude L. Powell, Alamo, Tenn., lubricating oil for internal combustion engines; John L. Livzey, Middletown, N. Y., shock absorber; George S. Simons, Plainfield, N. J., traffic control signal; Friedrich Wuchert, Astoria, N. Y., auto-

The monthly registration figures presented herewith are compiled by R. L. Polk Company, Detroit, Mich. Except where noted, the figures are those for December.

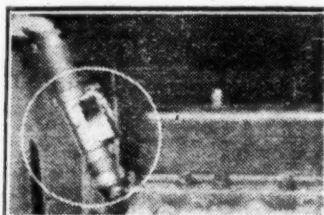
| States | Ajax | Auburn | Buick | Cadillac | Chandler | Chevrolet | Chrysler | Cleveland | Davis | Diana | Dodge | Durant | Elcar | Essex | Flint | Ford | Franklin | Gardner | Gray | Hudson | Hupmobile | Jewett | Jordan | Kissel | States | |
|---------------|------|--------|-------|----------|----------|-----------|----------|-----------|-------|-------|-------|--------|-------|-------|-------|-------|----------|---------|------|--------|-----------|--------|--------|--------|---------------|-------|
| Alabama | 10 | | 82 | 16 | 8 | 195 | 48 | 4 | | | 106 | | | 44 | 8 | 1085 | 1 | | | 39 | 10 | 2 | 1 | | Alabama | |
| Arizona | 6 | | 25 | 3 | | 43 | 17 | 1 | | | 33 | | | 25 | | 207 | 2 | 1 | | 16 | 4 | 8 | 1 | | Arizona | |
| Arkansas | 3 | | 26 | 2 | 1 | 80 | 22 | | | | 32 | | | 26 | 4 | 934 | | | | 13 | 9 | | 4 | | Arkansas | |
| California | 183 | 40 | 1471 | 239 | 96 | 1625 | 494 | 76 | 1 | | 881 | 28 | 3 | 804 | 76 | 7536 | 46 | 15 | 1 | 675 | 322 | 197 | 96 | 9 | California | |
| Colorado | 3 | 3 | 79 | 7 | 2 | 116 | 41 | 6 | | | 59 | 7 | | 43 | 2 | 364 | 1 | 4 | | 22 | 12 | 14 | | | Colorado | |
| Connecticut | 6 | 10 | 237 | 58 | 16 | 214 | 136 | 17 | | | 102 | 2 | 3 | 158 | 17 | 653 | 10 | 5 | 1 | 104 | 99 | 28 | 11 | 5 | Connecticut | |
| Delaware | | 1 | 38 | 6 | 2 | 71 | 13 | 12 | | | 15 | | | 22 | 2 | 248 | 2 | | | 24 | 1 | 1 | | | Delaware | |
| Florida | 10 | 10 | 241 | 88 | 25 | 508 | 264 | 10 | | | 344 | 2 | 21 | 227 | 11 | 2224 | 16 | 5 | | 296 | 91 | 32 | 65 | 7 | Florida | |
| Georgia | 11 | | 251 | 19 | | 338 | 82 | | | | 120 | 2 | | 89 | 14 | 2343 | 11 | | | 52 | 41 | 8 | 3 | 1 | Georgia | |
| Idaho | 5 | | 89 | 4 | 2 | 188 | 34 | 4 | | | 107 | | | 26 | 1 | 564 | 3 | | | 23 | 14 | 21 | | | Idaho | |
| Illinois | 71 | 121 | 1188 | 179 | 73 | 1937 | 431 | 87 | 11 | 27 | 988 | 11 | 8 | 489 | 131 | 3317 | 37 | 21 | 7 | 372 | 478 | 203 | 89 | 43 | Illinois | |
| Indiana | 16 | 19 | 226 | 12 | 12 | 670 | 144 | 22 | | | 179 | | 3 | 279 | 24 | 2684 | 6 | | | 112 | 89 | 39 | 14 | | Indiana | |
| Iowa | 12 | 6 | 161 | 10 | 3 | 775 | 62 | 12 | | 2 | 190 | | | 118 | 13 | 2267 | | | | 43 | 21 | 31 | 1 | | Iowa | |
| Kansas | 24 | | 362 | 11 | 4 | 504 | 141 | 12 | | | 203 | | | 167 | 3 | 3468 | 1 | | | 92 | 40 | 15 | 2 | | Kansas | |
| Kentucky | 4 | 1 | 38 | 3 | 3 | 19 | 29 | 1 | | | 28 | | | 24 | 3 | 532 | 1 | | | 12 | 12 | 3 | | | Kentucky | |
| Louisiana | 14 | 2 | 125 | 26 | 8 | 305 | 75 | 4 | | 1 | 200 | | | 55 | 4 | 1829 | 3 | | | 52 | 11 | 2 | 1 | | Louisiana | |
| Maine | 2 | | 124 | 18 | 7 | 44 | 25 | 11 | | | 11 | | | 15 | | 169 | 4 | | | 13 | 2 | | | | Maine | |
| Maryland | 16 | 1 | 129 | 13 | 11 | 382 | 78 | 8 | | 1 | 129 | | 3 | 86 | 13 | 941 | 4 | | | 48 | 40 | 12 | 13 | | Maryland | |
| Massachusetts | 11 | 12 | 388 | 92 | 36 | 201 | 210 | 20 | 1 | | 142 | 7 | 3 | 315 | 32 | 1658 | 19 | 6 | 2 | 241 | 86 | 39 | 22 | 3 | Massachusetts | |
| Michigan | 64 | 11 | 1334 | 113 | 41 | 1410 | 329 | 53 | | | 394 | 16 | 1 | 988 | 92 | 6938 | 7 | | 39 | 474 | 185 | 133 | 36 | 5 | Michigan | |
| Minnesota | 8 | 4 | 65 | 1 | | 198 | 14 | | | | 43 | 1 | | 59 | 11 | 937 | | 2 | 2 | 14 | 12 | 5 | 2 | | Minnesota | |
| Missouri | 11 | | 231 | 18 | 24 | 653 | 92 | 21 | | 7 | 214 | | 1 | 171 | 14 | 2870 | 10 | | | 70 | 65 | 25 | 5 | | Missouri | |
| Montana | 1 | | 1 | | | 2 | | | | | | | | | | 3 | | | | | | | | | Montana | |
| Nebraska | 6 | | 77 | 3 | 2 | 143 | 44 | 4 | | | 42 | 1 | | 41 | | 734 | | | 1 | 11 | 9 | 3 | | | Nebraska | |
| Nevada | | | | | | | | | | | | | | | | | | | | | | | | | Nevada | |
| N. Hamp. | | 1 | 12 | 4 | 1 | 8 | 1 | | | | 7 | | | 8 | | 55 | | | 2 | 6 | 3 | | | | N. Hamp. | |
| New Jersey | | | | | | | | | | | | | | | | | | | | | | | | | New Jersey | |
| N. Mexico | | | 2 | | | 4 | 3 | | | | 5 | | | | | 50 | | | | | | | | | N. Mexico | |
| N. York | 35 | 13 | 987 | 106 | 107 | 812 | 301 | 91 | 2 | | 278 | 2 | 12 | 273 | 24 | 2046 | 23 | 17 | 3 | 201 | 151 | 63 | 59 | 7 | N. York | |
| N. Carolina | 12 | | 182 | 13 | 1 | 307 | 67 | 1 | | | 172 | 1 | | 114 | | 2104 | 7 | | | 51 | 19 | 1 | | | N. Carolina | |
| N. Dakota | 9 | | 159 | 2 | 2 | 341 | 52 | 4 | | | 89 | | | 50 | 1 | 1382 | | | | 15 | 18 | 10 | | | N. Dakota | |
| Ohio | 6 | 12 | 116 | 16 | 20 | 162 | 40 | 4 | 6 | | 52 | 9 | 14 | 90 | 7 | 534 | 4 | 2 | 3 | 28 | 29 | 22 | 11 | 2 | Ohio | |
| Oklahoma | 7 | | 210 | 23 | 16 | 367 | 48 | 7 | | | 151 | | | 125 | 4 | 2204 | 3 | | | 56 | 44 | 13 | 1 | | Oklahoma | |
| Oregon | 19 | 3 | 77 | 11 | 4 | 205 | 43 | 5 | | | 70 | 1 | | 78 | | 634 | 5 | 2 | | 30 | 9 | 9 | 1 | | Oregon | |
| Pennsylvania | 40 | 37 | 810 | 88 | 126 | 1422 | 434 | 84 | 9 | 664 | | 12 | 418 | 78 | 3560 | 35 | | | 375 | 199 | 156 | 80 | | | Pennsylvania | |
| Rh. Island | | 1 | 53 | 11 | 4 | 19 | 30 | 5 | | | 20 | | | 26 | 2 | 120 | 3 | | | 21 | 16 | 3 | 3 | 2 | Rh. Island | |
| S. Carolina | 1 | | 51 | 4 | 1 | 117 | 20 | | | | 47 | 2 | | 54 | | 904 | | | | 31 | 11 | 2 | | | S. Carolina | |
| S. Dakota | 9 | | 46 | | 1 | 94 | 15 | 9 | | | 18 | | | 19 | 2 | 380 | | | | 9 | 7 | 7 | | | S. Dakota | |
| Texas | 37 | 6 | 422 | 69 | 4 | 947 | 201 | 9 | | | 382 | 6 | | 287 | 30 | 6295 | 12 | 5 | 3 | 163 | 83 | 12 | 6 | | Texas | |
| Utah | 9 | | 58 | | 2 | 78 | 19 | | | 5 | 24 | | | 26 | 6 | 252 | 3 | | | 14 | 12 | 12 | 1 | | Utah | |
| Vermont | | | 143 | 23 | 2 | 44 | 47 | 1 | | | 21 | | | 10 | | 323 | 3 | | | 18 | 1 | 4 | | | Vermont | |
| Virginia | 2 | | 115 | 11 | 3 | 268 | 80 | 12 | | | 110 | | | 45 | 9 | 1097 | 6 | | | 39 | 36 | 9 | 3 | | Virginia | |
| Wash'gton | 28 | 2 | 196 | 7 | 10 | 407 | 107 | 19 | | 2 | 138 | | | 143 | 6 | 1133 | 8 | | | 66 | 33 | 38 | 8 | | Wash'gton | |
| W. Virginia | | | 3 | 3 | 6 | 11 | 11 | 2 | | | 3 | | | 5 | 2 | 101 | 1 | | | 4 | 6 | 2 | | 3 | W. Virginia | |
| Wisconsin | 27 | 6 | 345 | 36 | 21 | 571 | 57 | 27 | 1 | 155 | | 6 | 227 | 14 | 2093 | 15 | | | | 92 | 57 | 38 | 11 | | Wisconsin | |
| Wyoming | 3 | | 53 | | 5 | 51 | 15 | 4 | | | 27 | | | 2 | | 150 | | | | 8 | 6 | 4 | | | Wyoming | |
| D. of Col. | 4 | | 65 | 6 | 2 | 71 | 6 | 5 | | 1 | 63 | | | 47 | 2 | 418 | | | | 30 | 5 | 8 | 1 | | D. of Col. | |
| Total | 745 | 322 | 11093 | 1364 | 714 | 16927 | 4422 | 674 | 21 | 56 | 7058 | 98 | 90 | 6318 | 662 | 70240 | 312 | 85 | 64 | 3975 | 2398 | 1234 | 541 | 87 | ... | Total |

†December figures. †New York.

New Automotive Equipment

This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

DOLE THERMOSTAT



The Dole Valve Company, Chicago, Ill., is putting out the Red Dagger Thermostat, an automatic water control valve for regulating temperature of automobile engines. It is claimed by the company that the device quickly warms up the engine and keeps it at an equal temperature. The thermostat, it is said, raised the temperature to 160 degrees F. in three minutes. The device is entirely automatic, requiring no adjustment.

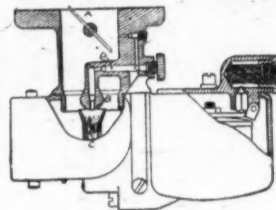
It is claimed to be universally adaptable, the one size fitting any radiator hose of 1 1/4 inches to 1 1/2 inches inside diameter.

It is priced at \$10.

NEW TYPE OF LENS

Olympia, Wash., March 3.—Charles Broomfield of Kelso, Wash., has obtained a patent for a new type of lens or light pro-

INVERTED JET CARBURETOR



Charles D. Hicks and W. O. Chase of Detroit are marketing the inverted jet carburetor, illustrated above. It is claimed by the inventors that the action resembles that of a stream of water from a garden hose directed against a strong current of air.

The course of the gasoline may be followed in the illustration, leading from the float chamber across and through passage D and down through the inverted jet B, where the air passing up through the primary air nozzle C strikes it, breaking it up and spraying it over the inverted jet B, outwardly into the main air passage or venturi, formed around the inverted jet.

jector for automobile headlights. The new lens does not require dimming, according to its inventor, as it does not bother the driver of an approaching machine.

TRANSUE PERSONNEL REMAINS UNCHANGED

Alliance, O., March 3.—No change was made in the executive personnel of the Transue & Williams Steel Forging Corporation at its annual meeting in New York.

F. E. Dussell, who succeeded the late O. F. Transue as president of the corporation, was re-elected to that office. F. W. Trabold was re-elected vice-president and works manager. The office of secretary and treasurer will also be filled by Mr. Dussell.

BUCKEYE JACK CO. RE-ELECTS OFFICERS

Alliance, O., March 3.—Officers of the Buckeye Jack Company, were re-elected as follows: W. H. Purcell, president; A. A. Mulac, vice-president, and J. C. Rodman, secretary and treasurer. W. H. Purcell, F. E. Dussell, F. W. Trabold, C. S. Hoover, A. A. Mulac, A. L. Atkinson and C. J. Bates are directors of the company. The company is operating at near capacity.

TRUCK SALES MEET

San Antonio, Tex., March 3.—About a hundred Ford salesmen and dealers of the San Antonio territory attended a truck sales meeting held in this city recently. Some new and interesting points were brought out by R. M. Chamberlin of the Ford Motor Company of Houston, who conducted the meeting.

J. H. NEWMARK, Inc.
FISK BUILDING
250 West 57th Street, New York City
AUTOMOTIVE ADVERTISING

CAR REGISTRATION STATISTICS

Figures are those of January, 1926. In the cases of Mississippi, Nevada, New Jersey and Tennessee, registration figures are not available at this time.

| Asset | States | Lincoln | Loco- mobile | Marmon | Moon | Nash | Oakland | Olds- mobile | Overland | Packard | Paige | Peerless | Pierce- Arrow | Reo | Ricken- backer | Star | Stearns- Knight | Stude- baker | Stutz | Velle | Wills Ste. Claire | Willys- Knight | Miscella- neous | Totals | States |
|-------|--------------|---------|-----------------|--------|------|------|---------|-----------------|----------|---------|-------|----------|------------------|-----|-------------------|------|--------------------|-----------------|-------|-------|----------------------|-------------------|--------------------|---------|--------------|
| | Alabama | 3 | | 1 | | 19 | | 13 | 21 | 7 | | | | 5 | | 9 | | 20 | | | | 13 | 3 | 1773 | Alabama |
| | Arizona | 1 | 1 | | 3 | 3 | 7 | 8 | 9 | 1 | | | 2 | 2 | | 43 | | 11 | | | | 4 | | 487 | Arizona |
| | Arkansas | 2 | | | | 11 | 13 | 16 | 24 | 2 | | | | | 1 | 59 | | 17 | | | | 4 | | 1305 | Arkansas |
| 9 | California | 60 | 21 | 49 | 59 | 541 | 386 | 224 | 357 | 176 | 16 | 48 | 62 | 42 | 58 | 562 | 7 | 688 | 11 | 25 | 8 | 166 | 151 | 18531 | California |
| | Colorado | 3 | 1 | | 1 | 30 | 8 | 14 | 27 | 8 | 1 | 2 | 6 | 2 | 10 | 76 | | 35 | | 4 | | 10 | 7 | 1030 | Colorado |
| 5 | Connecticut | 6 | 7 | 9 | 5 | 69 | 71 | 33 | 98 | 46 | 4 | 4 | 15 | 17 | 4 | 23 | 4 | 100 | 3 | 7 | 1 | 33 | 59 | 2510 | Connecticut |
| | Delaware | 1 | | | | 6 | 16 | 2 | 33 | 3 | | | | 1 | | 5 | | 11 | | | 2 | 2 | | 540 | Delaware |
| 7 | Florida | 63 | 9 | 13 | 9 | 209 | 71 | 47 | 170 | 74 | 3 | 4 | 21 | 13 | 14 | 45 | 1 | 271 | 1 | 4 | 10 | 105 | 23 | 5667 | Florida |
| 1 | Georgia | 12 | | | | 52 | 15 | 18 | 23 | 25 | | | | 3 | 4 | 30 | 2 | 55 | | | 3 | 11 | 5 | 3643 | Georgia |
| | Idaho | | | | | 27 | 28 | 52 | 74 | 8 | 2 | | | 2 | 1 | 92 | | 24 | | | | 23 | 12 | 1430 | Idaho |
| 43 | Illinois | 116 | 44 | 33 | 52 | 548 | 331 | 191 | 778 | 212 | 38 | 71 | 37 | 122 | 64 | 300 | 12 | 527 | 13 | 46 | 26 | 334 | 82 | 14277 | Illinois |
| | Indiana | 10 | | 9 | 4 | 107 | 110 | 120 | 390 | 18 | 1 | 6 | 3 | 17 | 11 | 75 | | 140 | 1 | 6 | | 46 | 36 | 5660 | Indiana |
| | Iowa | 3 | | | 1 | 48 | 30 | 30 | 174 | 4 | 1 | 4 | | 6 | 3 | 131 | | 50 | | 9 | | 14 | 16 | 4251 | Iowa |
| | Kansas | 4 | | 1 | 1 | 64 | 108 | 27 | 139 | 7 | | 3 | | 12 | | 124 | | 17 | | | | 17 | 13 | 5640 | Kansas |
| | Kentucky | 2 | | 1 | | 13 | 4 | 14 | 21 | 3 | | | | 1 | 2 | 15 | | 25 | 1 | | | 5 | 6 | 926 | Kentucky |
| | Louisiana | 5 | | 1 | 2 | 67 | 16 | 17 | 49 | 15 | | 6 | 4 | 6 | 1 | 42 | | 52 | | | | 30 | 8 | 3038 | Louisiana |
| | Maine | | | 1 | 1 | 30 | 6 | 12 | 29 | 1 | | 1 | 1 | 5 | | | | 15 | | 1 | | 3 | 1 | 552 | Maine |
| | Maryland | 3 | 6 | 6 | 1 | 52 | 19 | 24 | 92 | 14 | 1 | 21 | 2 | 5 | 8 | 53 | | 58 | | 5 | | 23 | 22 | 2343 | Maryland |
| 3 | Mass'etts | 12 | 13 | 16 | 5 | 169 | 53 | 48 | 122 | 52 | 8 | 19 | 20 | 50 | 12 | 37 | 6 | 124 | 7 | 24 | 6 | 55 | 88 | 4492 | Mass'etts |
| 5 | Michigan | 52 | 2 | 17 | 5 | 308 | 367 | 239 | 610 | 70 | 17 | 18 | 8 | 60 | 31 | 278 | 6 | 262 | | 1 | 9 | 77 | 25 | 15125 | Michigan |
| | Minnesota | 1 | | | | 18 | 35 | 16 | 116 | 3 | | 2 | | | 3 | 27 | | 14 | | 3 | | 15 | 3 | 1634 | Minnesota |
| | Missouri | 9 | | 13 | 23 | 85 | 55 | 68 | 168 | 15 | 1 | 5 | 4 | 10 | 16 | 118 | | 105 | 2 | | 2 | 52 | 68 | 5321 | Missouri |
| | Montana | | | | | | | | 1 | | | | | | | | | | | | | | | 8 | Montana |
| | Nebraska | 4 | | 1 | 1 | 21 | 4 | 10 | 47 | 7 | | | 1 | 3 | | 30 | | 14 | | 1 | | 7 | 1 | 1273 | Nebraska |
| | Nevada | | | | | | | | | | | | | | | | | | | | | | | | Nevada |
| | N. Hamp. | | | 1 | | 2 | 2 | | 5 | 1 | | | | | | 2 | | 2 | | | | 2 | 1 | 126 | N. Hamp. |
| | New Jersey | | | | | | | | | | | | | | | | | | | | | | | | New Jersey |
| | N. Mexico | | | | | | | 1 | | | | | | | | 4 | | 1 | | | | | | 70 | N. Mexico |
| 7 | New York | 15 | 8 | 19 | 7 | 427 | 210 | 106 | 250 | 75 | 9 | 46 | 23 | 29 | 20 | 132 | 4 | 230 | 1 | 13 | 8 | 62 | 32 | 7339 | New York |
| | N. Carolina | 1 | 1 | 2 | | 42 | 17 | 23 | 49 | 12 | | | 5 | | | 52 | | 24 | | | | 6 | | 3277 | N. Carolina |
| | N. Dakota | | | 1 | | 25 | 27 | 64 | 165 | | | | | | | 56 | | 36 | | | | 11 | 3 | 2522 | N. Dakota |
| 2 | Ohio | 8 | 1 | | 4 | 60 | 32 | 44 | 78 | 14 | 1 | 9 | 4 | 7 | 6 | 17 | 2 | 41 | | 5 | 3 | 15 | 6 | 1546 | Ohio |
| | Oklahoma | 3 | | 2 | 1 | 67 | 49 | 17 | 75 | 8 | 1 | | 6 | 7 | 3 | 67 | | 49 | | | | 13 | 10 | 3657 | Oklahoma |
| | Oregon | | 1 | 1 | 1 | 24 | 21 | 54 | 54 | 7 | | | | 3 | 5 | 48 | 1 | 32 | | | | 6 | | 1364 | Oregon |
| | Penn'vania | 19 | 21 | 19 | 20 | 367 | 297 | 168 | 438 | 121 | 17 | 64 | 27 | 33 | 47 | 341 | | 357 | 8 | 18 | 14 | 121 | 137 | 11281 | Penn'vania |
| 2 | Rh. Island | 1 | 2 | 3 | 8 | 17 | 7 | 9 | 15 | 11 | 1 | 1 | 2 | 4 | 1 | 3 | 1 | 21 | | 2 | 1 | 5 | 15 | 469 | Rh. Island |
| | S. Carolina | | | | | 11 | 3 | 5 | 9 | 2 | | | | | | 19 | | 20 | | 1 | | 4 | | 1319 | S. Carolina |
| | S. Dakota | | | | | 8 | 12 | 22 | 45 | 2 | | | | | 2 | | 22 | 14 | | | | 2 | 1 | 746 | S. Dakota |
| | Texas | 4 | 3 | 2 | 7 | 93 | 57 | 41 | 190 | 34 | | 6 | 14 | 18 | 7 | 181 | | 184 | | 3 | | 36 | 9 | 9858 | Texas |
| | Utah | | | 1 | 6 | 28 | 6 | 31 | 25 | 3 | | | | | 4 | 3 | 34 | 22 | | | | 11 | 4 | 699 | Utah |
| | Vermont | | | 1 | | 19 | 17 | 9 | 10 | 14 | | | 2 | 3 | 1 | 2 | | 14 | | | | 4 | 1 | 737 | Vermont |
| | Virginia | 1 | | 1 | 1 | 36 | 16 | 11 | 37 | 14 | | 2 | 2 | 7 | 2 | 44 | | 49 | | | 1 | 16 | 3 | 2088 | Virginia |
| | Wash'gton | 2 | 4 | 2 | 8 | 73 | 76 | 72 | 120 | 12 | | | 5 | 4 | 4 | 80 | | 113 | | 6 | 1 | 36 | 15 | 2984 | Wash'gton |
| 3 | W. Virginia | | | | | 2 | 6 | 1 | 2 | | | | | | | 4 | | 5 | | | | 2 | 2 | 187 | W. Virginia |
| | Wisconsin | 8 | 3 | 2 | 4 | 170 | 77 | 103 | 240 | 29 | 3 | 8 | 9 | 9 | 8 | 63 | | 102 | 3 | 5 | 12 | 65 | 37 | 4759 | Wisconsin |
| | Wyoming | | | | | 19 | 14 | 23 | 13 | | | | | | 3 | 13 | | | 9 | | | 6 | | 428 | Wyoming |
| | Dis. of Col. | 4 | 7 | 1 | | 52 | 16 | 4 | 7 | 18 | | 7 | 1 | 2 | | 4 | | 4 | | 2 | | 12 | 2 | 871 | Dis. of Col. |
| 87 | ...Total... | 438 | 154 | 229 | 240 | 4039 | 2715 | 2051 | 5390 | 1148 | 125 | 357 | 286 | 516 | 353 | 3362 | 46 | 3955 | 60 | 191 | 107 | 1484 | 907 | 157,783 | Total |

†New York state, except the metropolitan district.

Keaton Tire Co. to Add New Branches

Seattle, March 3.—That three new factory branches will be established soon in the Northwest by the Keaton Tire and Rubber Company is the announcement made coincident with the company's local branch removing from East Pike and Melrose to 725 Virginia St.

The change in location was made March 1, and will provide a home for the Keaton company in a district where a number of other large tire outfits are located.

The new Keaton home is in a new building, with excellent drive-in facilities. The company is continuing its new policy of a liberal allowance for second-hand tires traded in on new Keaton non-skids. "We look for good tire business in the West this season," said C. C. Jack, general manager for the Portland and Seattle branches. "For that reason we are going to open three new factory branches, and our factory at San Francisco is looking forward to an active season."

FWD TRUCKS SHIPPED

Clintonville, Wis., March 3.—A carload of FWD trucks, bodies and equipment has been shipped down into Mexico, where they will be used in hauling ore and supplies to and from mines that are located back from the railroad. These trucks are manufactured here by the Four-Wheel Drive Auto Company.

FIRESTONE CO. TO BUILD NEW \$20,000 WAREHOUSE

Akron, O., March 3.—The Firestone Tire and Rubber Company has obtained a building permit to erect a warehouse which will cost in the neighborhood of \$20,000. The new building will be started at once and it should be completed within a few weeks. The warehouse will be 100 by 80 feet, one story high and of fireproof construction. It is being constructed as a fabric storage room since present facilities are decidedly crowded.

C-T-C OFFICIAL HOLDS CONFERENCE IN OAKLAND

Oakland, Cal., March 3.—Robert A. Wurzburg, president of the C. T. C. Tire Company of Portland, Ore., was here last week looking over the field and conferring with officials of the company's advertising agency. Louis A. Wyman, vice-president of the C. T. C. company, came up from Los Angeles for the meeting.

Wurzburg stated his belief that the soundly organized rubber concerns on the Pacific Coast would enjoy a prosperous year in 1926 in spite of an over-competitive condition and an unsettled rubber market. While here the tire executive was the guest of R. H. Lambert, head of the Lambert Sales Company, northern California distributors for C. T. C. tires.

SHOW DATES ANNOUNCED

Sioux Falls, S. Dak., March 3.—The dates of the Sioux Falls auto show have been announced for March 24, 25, 26 and 27.

FIRESTONE SCHOLARSHIP
winner, John Teixeira, 16, Hawaiian youth, submitted the best essay on highway improvement from among 200,000 submitted by high school students. The prize is the H. S. Firestone "Four Years' University Scholarship."



—Underwood and Underwood.

FIRM CHANGES HANDS

Buffalo, March 3.—The H. D. Taylor Company, accessory jobber of Buffalo, has bought the stock and business of the United Accessories Corporation, formerly located at 184 Elliott St.

Speed Truck Trend Noticed in Canada

Montreal, March 3.—The trend to the speed truck has been one of the notable tendencies of the past year here. Although this tendency has been increasingly manifest for several seasons, 1925 was an especially active buying period for this type of commercial vehicle, according to Joseph Bonhomme, of Joseph Bonhomme, Ltd., distributor of the Stewart line.

"Foreseeing the future for the light weight, medium capacity, quick moving commercial vehicle, the Stewart Motor Corporation began the development of this type of truck more than seven years ago," states Bonhomme. "The Stewart Model 16, a one-ton truck running on pneumatic tires and possessing marked flexibility, was brought out in 1924 and was followed with Model 17, a one and a half-ton truck of similar adaptability."

"These so-called speed trucks are proving an economical solution of the delivery problem wherever they are used. Although they are known as speed trucks, the impression should not be gained that their value lies in their ability to exceed speed laws. On the contrary, it is because they are light in weight, easy to handle and have the pick-up and flexibility to meet the congested conditions of city traffic that they have been favored."

Ohio Tire Dealers And Makers Find Business Active

Canton, O., March 3.—Activities among tire manufacturers and dealers in this section of Ohio indicate a growing business in tires. Reports of last year's business also show increases.

Announcement is made by J. R. Lotze of the General Tire Sales Company that plans have been made for a new building for this concern, which has outgrown its present quarters. The site has been selected. The new building will be especially constructed to give every facility and convenience to the tire business and will be modern in every respect.

J. L. Casey, the other member of the concern, has been practically all his life in the tire business, and has represented the General in Canton the past decade. Lotze, who had been field man for the General, associated himself with the local business five years ago.

The Myers Tire Corporation has been formed here, but the date of opening has not been announced. The new concern, it is understood, is headed by Alfred Myers, former dealer for the General Tire and Rubber Company.

LIMA BRANCH BOUGHT

Lima, O., March 3.—C. D. Steele, manager of the Atlas Tire and Rubber Company for the past seven years, has purchased the entire interest of the Lima branch, consisting of a large stock of tires, wheels and rims.

BUYS FACTORY BUILDING

Freemont, O., March 3.—The Fremont Rubber Products Company has purchased the brick factory building it now occupies, to handle increasing business. Purchase price in the deal was said to have been \$10,000.

SALES IN 1925 LARGE

Barberton, O., March 3.—Gross sales of the Sun Rubber Company totaled in excess of \$350,000 during 1925, according to T. S. Smith, Jr., treasurer and manager. While the company is only three years old, it has shown a steady growth. Smith, in his statement, predicted a business volume of \$750,000 during 1926.

J. T. McLane, McKeesport, Pa., was renamed president. Other officers of the organization are Melvin Lower, first vice-president and general manager; Clarence Osborne, second vice-president; Smith, treasurer and sales manager; Fred Lahmer, secretary.

COMPANY INCORPORATED

Orville, O., March 3.—The Ohio Rubber Corporation has been incorporated for \$25,000 to manufacture tires and tubes and a line of rubber supplies and novelties.

NEW BALLOON TIRE

East Palestine, O., March 3.—J. Morgan, president of National Tire and Rubber Company, announces prospects for business in 1925 indicate the company will enjoy its most prosperous year. Enthusiastic reception has been accorded the National "Shock Pad" balloon tire, a recent development of national engineers embodying unusual characteristics of stability and quality. Patent applications have been made for the new construction, according to Morgan.

WISE
ACORN NUTS

BETTER—
—COST LESS.

WRITE FOR SAMPLES

WISE INDUSTRIES
1033-43 Mt. Elliott
DETROIT, MICH.

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
25 City Hall Place, New York, N. Y.

DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING. EMPIRE 3500

Entered as second-class matter August 27, 1925, at the post office at New York, N. Y., under the Act of March 3, 1879.

O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

THURSDAY, MARCH 4, 1926

Advertising Headquarters—1926 Broadway, New York, N. Y. Telephone Trafalgar 4500.
Harry A. Terantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager, 168 North Michigan Ave., phone Central 5936, Chicago, Ill. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle, Wash. E. T. Burke, 126 Pearl St., Buffalo, N. Y. P. C. Rust, S. W. corner 15th and Cherry St., Philadelphia, Pa.

Address ALL advertising correspondence for New York office to 1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.
Telephone Franklin 3900.

Alexander Johnston, Editor; Conrad J. Alexander, News Editor; Walter Boynton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C. Wetmore, Clyde Jennings.

SUBSCRIPTION RATES

United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.

Single copies, 10 cents.

Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

Copyright, 1926, Automotive Daily News Publishing Corporation.

Deducting Automobile Taxes

A GREAT many motor vehicle owners do not know that certain items of expense in connection with the operation of a car or truck may be deducted from income tax returns. This fact is very well brought out in a recent bulletin of the Chicago Motor Club, which estimates that if all car owners took advantage of all deductions that are allowable a total saving of more than \$13,000,000 would accrue to the motorists of America.

"Garage bills, gasoline bills, repair bills, etc., may be deducted as a business expense when the automobile is used wholly for business purposes; when used partly for business purposes the cost may be pro rated and the part attributable to business deducted as a business expense," says the bulletin.

"Depreciation is allowed, and according to the collector, the usual amount allowed on passenger cars is 20 per cent., but the rule is not iron-clad. If a taxpayer operates a truck that is subjected to heavy duty as much as 33 per cent. is allowed.

"Traveling to and from a place of business is not a business expense, according to the department, any more than carfare would be. The purchase price of an automobile, even when used wholly in business, cannot be deducted from gross income. It is a capital expenditure, deduction of which is expressly disallowed by the revenue act. The 5 per cent. tax which attaches to the sale of an automobile cannot be deducted by the purchaser, because it is a tax levied on the sale by the manufacturer, and must be returned and paid by him. The manufacturer may reimburse himself in the amount of the tax by agreement with the purchaser, in manner prescribed by Treasury regulations. So far as the purchaser is concerned, the tax is a part of the cost to him of the automobile. The manufacturer may not deduct the tax in his return, unless the amount is included in his gross income.

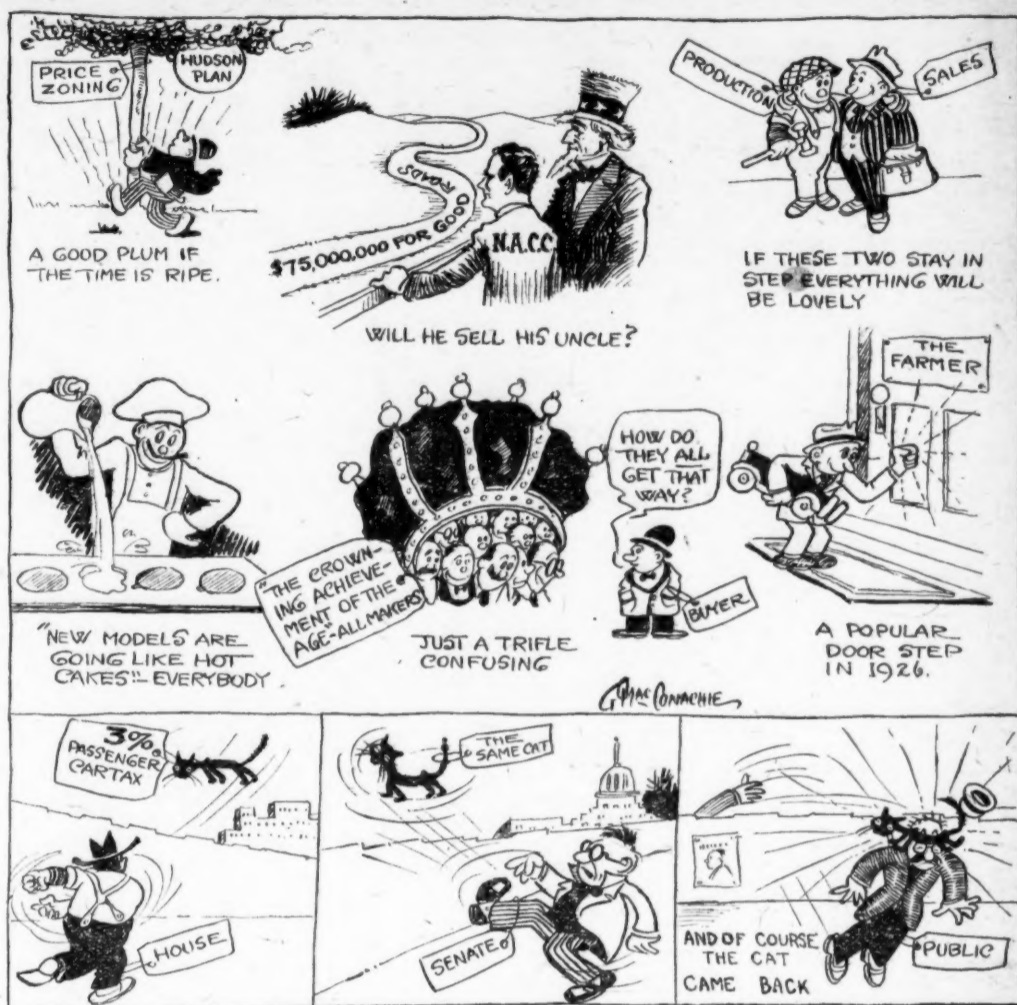
"An automobile license fee is regarded as a tax, and may be deducted whether the automobile is used for business or for pleasure or convenience. In the event of a collision between a truck and an automobile used for pleasure or convenience, the owner of the truck may claim a deduction for damages, provided the truck was being used for business at the time of the collision."

Every reduction in taxes means a lowering of the cost of maintaining a motor car, and consequently a breaking down of sales resistance. For this reason every automobile dealer in the country should make it a personal duty to see that his owners are informed of the savings which may legitimately be made by tax reductions.

With Russia sending a delegation of mechanics to the Ford plant to learn how to operate Fordson tractors and Mexico buying American motor cars and trucks in such numbers that it bids fair to become one of our leading export markets, bolshevism and revolutions are likely to join the great army of the extinct.

Henry Ford is deeply interested in an expedition to rediscover the North Pole and Walter Chrysler is financing a big game hunt in Africa. What on earth Mr. Ford would do with a Pole we don't know, nor do we believe that a captive giraffe would be any too welcome as an adjunct to the country estate of Mr. Chrysler. All of which speaks well for the altruism of these two distinguished members of the automotive industry.

Here and There in the Trade Headlines—by MacConachie



Sees Trend Toward High Grade Cars

Detroit, March 3.—The swing of the pendulum of public demand

toward a greater proportion of high grade cars is seen by Lawrence P. Fisher, president and general manager of the Cadillac Motor Car Company, in the present phenomenal growth of sales of Cadillac cars, and he sees in the situation even greater sales possibilities for cars in the quality class.

"In both its standard and custom built lines the Cadillac Motor Car Company, on account of its volume of production and its up-to-date facilities, is consistently able to improve quality," states Mr. Fisher.

"In the custom line Cadillac is capturing an exclusive clientele through improvements in body design, upholstery and other interior furnishings, and the addition of artistic touches, such as the inlaid walnut panels on the doors and the newly designed hardware.

"While these custom cars have all of the exclusiveness required by the most capricious taste they are today being produced at a reasonable price and since the introduction of the new car have created a continuous demand which the plant has not as yet been able wholly to meet."

EXPECT RECORD SALES AT BANGOR AUTO SHOW

Bangor, Me., March 3 (U. T. P. S.).—The annual Bangor automobile show will open here today and continue for three days at the May Street garage. Because of the bumper potato crop in Aroostook county last fall, which was disposed of for the first time in four years at prices that left a goodly profit for the raiser, this year's show is expected to break all sales records.

SAFETY CAMPAIGN GROWS

San Francisco, March 3 (U. T. P. S.).—The Safety Conference, sponsored by the women's division of the California Development Association, announces that it now has 270,000 women enrolled in this state in its campaign for safe driving.

WHEEL TAX HIGH

Chicago, March 3.—Wheel tax collected by the city of Chicago during 1925 amounted to \$3,883,886. Of this amount \$3,048,233 was actually expended by the city in street repair work, according to the annual report of the commissioner of public works.

ANTI-THEFT INSURANCE

Tulsa, March 3.—The various anti-theft automobile associations of Oklahoma, having membership of about 30,000, have been held by the attorney general of the state

ROAD BUILDING TESTS SAVE ILLINOIS \$9,000,000

Springfield, Ill., March 3.—Illinois "Bates' Experiment Roads," built in 1922, have saved the state \$9,000,000, according to the state highway department officials. Since the tests were made in the summer of that year, the department claims that it has averaged \$3,500 saving on each mile of 2,500 miles of hard surfaced road constructed.

The road was built in six test-sections, each representing a different type of pavement, and all given thorough tests before the state finally adopted its style of road.

to be engaged in the insurance business. They have been ordered to change their plan of operation or conform to the existing insurance laws of the state.

Coming Automotive Events

FEBRUARY

15-Mar. 15—Copenhagen, Denmark. Twenty-sixth Annual Automobile and Motorcycle Show.
27-Mar. 6—Red Bank, N. J. Monmouth County Automobile Show.
27-Mar. 6—Johnstown, Pa. Automobile Show.
27-Mar. 6—Allentown, Pa. Automobile Show.

MARCH

1-6—Springfield, Mass. Eleventh Annual Automobile Show. H. W. Stacy, manager.
1-6—Evansville, Ind. Fourteenth Annual Show.
1-6—Wilmington, Del. Eleventh Annual Show.
1-6—Hackensack, N. J. Automobile Show.
3-6—Sioux City, Ia. Annual Automobile Show.
4-6—Bismarck, N. Dak. Automobile Show.
5—Springfield, Mo. Automotive Equipment Association merchandising meeting.
9-12—Ft. Dodge, Ia. Annual Automobile Show.
6-13—Boston, Mass. Automobile Show. C. I. Campbell, manager.
6-14—Fort Worth, Tex. Automobile Show.
7-13—Bethlehem, Pa. Automobile Show. J. L. Elliott, manager.
10-13—Saginaw, Mich. Annual Automobile Show.
11-13—Edmonton, Alberta. Automobile Show.
12-13—Mandan, N. Dak. Automobile Show.
12-18—Oklahoma City, Okla. Automotive Equipment Association merchandising meeting.
17-18—Winston-Salem, N. C. North Carolina Automotive Trades Association annual convention.
18—Winston-Salem, N. C. National Automobile Dealers' Association Sales Congress.
23-25—Washington, D. C. National Conference on Street and Highway Safety.
26-27—Bridgeport, Conn. Automobile Show.
29-Apr. 3—Detroit, Mich. Second Annual Motor Bus Show.

APRIL

3-14—Frankfurt-on-Main, Germany. International Motor Car Show.

MAY

1—Atlantic City, N. J. Races at opening of new speedway.
13-15—Detroit, Mich. American Gear Manufacturers' Association, tenth annual convention, Book-Cadillac Hotel.
30-31—Indianapolis, Ind. 500-Mile race.

JUNE

1-4—French Lick Springs, Ind. Semi-annual national meeting of the National Society of Automotive Engineers.
14-19—Montreal, Canada. Automotive Equipment Association meeting, Mount Royal Hotel.

Dealer Activities

NEW CHICAGO DEALER FOR OAKLAND AND PONTIAC

Chicago, March 3.—The Donnan-Johnson Motor Sales, new dealers in the field, has just taken over the quarters formerly occupied by the South Halstead Street branch of Community Motors, Inc. Mr. Donnan was for four years a salesman with Charles J. Dempsey, Inc. The new firm will handle the Oakland and Pontiac.

NEW HUDSON-ESSEX DEALER IN EVANSVILLE

Evansville, Ind., March 3.—The West Side Hudson-Essex Company retail Hudson and Essex dealership, with Paul D. Drain as manager, has opened for business here at 1010 West Franklin St.

ASSOCIATE FLINT DEALER FOR SPRINGFIELD, MASS.

Springfield, Mass., March 3.—The Springfield Flint Company, E. V. Warriner, proprietor, announces the appointment of the New Bridge Garage as associate dealer for sales and service at the corner of Columbus Avenue and Bridge Street.

SEATTLE DEALER TO OPEN TWO NEW SALESROOMS

Seattle, March 3.—The Queen City Motor Company, for several years dealer in the north part of this city, is preparing to open two establishments, one at 6900 East Greenlake, and the other at 7400 Woodland Park Ave., at both of which places Oakland and Pontiac cars will be sold. N. W. Hale is the manager of the company, whose former location has been taken over by Ballard & Son.

GETS OKLAHOMA CITY LOCOMOBILE FRANCHISE

Oklahoma City, Okla., March 3.—The local dealership for the Locomobile line has just been taken by the Breech-Stocker Motor Corporation.

HUPP DEALERSHIP OPENED IN MEDFORD, ORE.

Medford, Ore., March 3 (U. T. P. S.).—Kenneth Perrine and Arthur H. Thompson have just purchased the Lord Automobile Company and will hereafter be Hupmobile dealers here.

TO SELL DODGE CARS IN PONTIAC, MICH.

Pontiac, Mich., March 3.—Thomas J. Doyle, Inc., of Detroit, dealer in Dodge cars, has just opened a new dealership at 111 North Saginaw St. A new sales and service building for the concern is being built at 32-36 Judson St., into which it will move shortly.

NAMED FRANKLIN DEALER AT BELLINGHAM, WASH.

Olympia, Wash., March 3.—Monahan's Garage has just been named Bellingham, Wash., dealers for the Franklin automobile. Contractors are now completing improvements at the garage building to give the firm enlarged floor space.

NEW DEALER FOR MACK TRUCKS IN AUGUSTA, GA.

Augusta, Ga., March 3.—Augusta has a new dealer for Mack trucks, known as the Commercial Truck Company, located at 7 7th St. The new firm is composed of Regie Dales and Harry Sheppard.

FIFTEENTH CHEVROLET DEALER FOR DETROIT

Detroit, March 3.—A. F. Young, zone sales manager for the Chevrolet Motor Company at Flint, announces the appointment of the Chris-Power Company, 3010 Fenkell Ave., this city, as Chevrolet dealer. This appointment brings the number of Chevrolet dealers in the Detroit district up to fifteen. A. S. Power, who will be in charge of sales for the new company, was formerly sales manager for the Hubbell Motor Company at Saginaw, Mich.

Improvements

NEW FLINT QUARTERS

Baltimore, Md., March 3.—The Maryland Flint Company this week opened new quarters, both for sales and service. The salesrooms for new and used cars are at Mt. Royal and Maryland Avenue, while the new service station is at North Avenue, Druid Hill Avenue and Whitelock Street. The former location of the company was at 410 West North Ave.

TO BUILD BUICK HOME

Rockford, Ill., March 3.—A new sales and service station is to be erected by A. R. Hutchins, Buick representative here. The building will cost \$40,000, and will be located at 214-16 North 5th St., just one block from the city's main business streets. Work will start this week.

CHRYSLER DEALER MOVES

Chicago, March 3.—The Evanston Motor Sales, Chrysler dealer, has just moved into a new building at 1840 Ridge Ave., Evanston. W. D. Reagan is manager.

IN NEW QUARTERS

Milwaukee, March 3.—Waltzer & Kern, Inc., Chrysler dealer, has just moved into its new sales and service quarters at 429 Kenilworth Place.

Incorporations

ILLINOIS

Springfield, Ill., March 3.—Latest incorporations of automotive concerns in Illinois are:

Chicago, Alton and St. Louis Transportation Company, 340 West Harrison St., Chicago, \$80,000; own and operate motor buses for transportation purposes; F. H. Townner, G. A. Gladson and Rodney Glover. Chicago Tire Lug Company, 336-38 West 47th St., Chicago, \$5,000; manufacture and deal in automobile accessories and supplies; Beulah C. Milburn, Paul B. Coats and Harry T. Callahan.

Schuttler, O'Brien Motor Company, 6501-6507 North Western Ave., Chicago, \$15,000; deal in new and used automobiles and motor vehicles; Peter Schuttler, Jr., James Christopher O'Brien, Jr. and Peter Schuttler.

Shere Metal Products Corporation, Machinery Hall Bldg., 549 West Washington St., Chicago, \$4,000; manufacture, buy and sell lubricating devices, hydraulic tools and automobile accessories; W. H. Pierce, Anna V. Pierce and Joseph J. Platzer.

Changes: Fashion Auto Sales Company, Chicago, dissolved; Fashion Garage Company, Chicago, dissolved; Gary Street Railway Company, Chicago, changed name to Shore Line Motor Coach Company, and the Federal Rubber Company, Chicago, changed name from the Federal Rubber Company of Illinois.

Powers Motor Sales, Inc., 2530 South Michigan Ave., Chicago, \$15,000; James J. Powers, John S. Clowry and George Feldhans; buy and deal in automobiles, trucks, etc.

East Side Nash Company, Inc., 1403 State St., East St. Louis, \$25,000; buy and deal in new and used motor vehicles, parts, accessories, etc.; Julius C. Fischer, Thomas G. Potts and Edna V. Sayre.

Lee and Clark, Inc., 549 Washington Boulevard, Chicago, 300 shares no par value; manufacture and deal in tools, machinery, devices, industrial equipment, etc.

James T. Lee, John S. Lord and John O. Clark.

Stewart Tire Company, Springfield, changed name to the Grant Tire Company.

General Tire and Rubber Company of Ohio, 1923 Michigan Ave., Chicago, \$10,000.

University Cab Company, Inc., Evanston, 1829 Benson Ave., \$5,000; operate a general taxicab business and carry passengers for hire; Ray E. Titus, Ella M. Titus, Bert Mulvane and Phil Roscher.

Reo Cab Company, Champaign, dissolved.

Camden Petroleum Company, Chicago, increased capital stock from \$100,000 to \$150,000; changed par value of shares.

Elk Cab Company, 15 East 47th St., Chicago, \$6,000; Henry C. Thomas, John Clark, Edward Rudgley; operation of motor vehicles for hire.

Ramspring Bumper Company, Chicago, decreased capital stock from \$550,000 to \$500,000 and changed par value of shares.

Red Line Motor Company, Collinsville, increased stock from \$10,000 to \$50,000; increased directors from three to five; changed par value of shares.

Classified Advertising

CLASSIFIED RATES
5c word (per daily insertion)

SALESMAN WANTED

SALESMEN to sell TestesTos Automobile Brake Lining to jobbing trade. State experience first letter. American Asbestos Company, Norristown, Pa.

"In our establishment it is more closely read than the daily newspapers."

STUTZ MOTOR CAR COMPANY

OF AMERICA, INC.

INDIANAPOLIS, IND., U. S. A.

CABLE ADDRESS "STUTZ"

CHICAGO, ILL.

January 18, 1926.

Dictated Jan. 17th.

STUTZ CHICAGO
FACTORY BRANCH, INC.
2247 MICHIGAN AVE.
TEL. CALUMET 8810

Automotive Daily News,
25 City Hall Place,
New York City, New York.

The writer has been a reader of your interesting daily paper since its inception, and I feel it fills a long felt want in the industry, and is of particular value to automobile merchants and salesmen.

In our establishment it is more closely read than the daily newspapers, and from its columns we have received many valuable suggestions, and have been able to keep posted on the rapid fire changes in the automobile business.

We have recommended Automotive Daily News to our dealers, a number of whom, are subscribers.

Wishing you every success, I am

Yours very truly,

President.

Stutz Chicago Factory Branch, Inc.

FDCerf EA

Use this coupon to keep the Automotive Daily News coming daily

AUTOMOTIVE DAILY NEWS,

1926 Broadway, N. Y. City, N. Y.

Gentlemen:

Enter my subscription at once for the AUTOMOTIVE DAILY NEWS, and note the terms I have indicated below.

| | | |
|-----------------------|-----------------------|----------------------|
| 3 Months at \$3.00 | 6 Months at \$6.00 | 1 Year at \$12.00 |
|-----------------------|-----------------------|----------------------|

A. D. N.

I enclose \$....., or will send \$..... upon receipt of bill.

NAME

ADDRESS

City State.....

Personal Items

GRIFFIN IN DETROIT

Detroit, March 3.—A. H. Goodman, sales manager of the Chevrolet Motor Company's retail store here, announces the appointment of A. Griffin as assistant sales manager. Mr. Griffin formerly was a salesman for the Detroit Chevrolet store. In 1922 he went to the Pacific coast and joined the Fields Motor Company in Portland, Ore. During 1922 and 1923, Mr. Griffin was credited with having sold more cars than any other Chevrolet salesman on the coast.

ROGERS IN NEW POST

Chicago, March 3.—Granville P. Rogers, formerly sales manager of the general automotive equipment department of John Manville, Inc., has been appointed managing director of the National Council of Lighting Fixture Manufacturers, whose general offices are in Cleveland.

KOVNER NAMED MANAGER

Brockton, Mass., March 3 (U. T. P. S.).—Manuel Kovner has just been appointed sales manager of the Brockton Hudson-Essex Company, at 201 North Main St. He has resigned as manager of the Brockton dealership to accept the position. He was formerly a member of the selling force here of Hudson-Essex.

RETURN FROM BERMUDA

Chicago, March 3.—W. Gordon Bird, general sales manager of the Bird-Sykes Company; W. E. Butler, president of Franklin-Butler Motors, Inc., and Elmer Rich, president of the Simoniz Company, and their wives, have just returned from Bermuda. The trip was under the auspices of the Winter Golf League of Advertising Interests, and about 250 were in the party.

FROHBEITER MOVES

Evansville, Ind., March 3.—B. J. Frohbeiter, former operator of the Central Battery Company here, has just sold out his business and moved to Terre Haute, to open a Willard battery service station.

SCHAFF WINS CUP

Youngstown, O., March 3.—Walter Schaff, secretary and treasurer of the Stearns Motor Sales Company, won the subdivision commander's cup in the Y. M. C. A. membership campaign.

McKAMY AT ST. LOUIS SHOW

Evansville, Ind., March 3.—C. S. McKamy, secretary-treasurer, and P. B. Dubois, salesman of the Wabash Valley Motor Company, Hudson and Essex distributor here, attended the St. Louis auto show.

BELL NOW SALES CHIEF

Los Angeles, March 3.—William H. Bell has been made manager of retail sales of the W. P. Herbert Company, Chandler and Cleveland distributor. Bell's auto experience has been chiefly in executive positions with automobile manufacturers.

AUTO DEALERS JOIN IN MERCHANTS DISPLAY WEEK

Augusta, Ga., March 3.—The majority of the dealers here are taking advantage of the merchants display week being put on by the Federated Women's Clubs of Augusta this week by obtaining booths to display the new model cars.

The following cars are on show: Cadillac, Studebaker, Nash, Ajax, Buick, Chrysler, Hupmobile, Reo, Cleveland, Lincoln, Ford, Paige, Jewett, Franklin, Oldsmobile, Hudson and Essex.